

Formerly known as BOC India Limited.

THE LINDE GROUP

*Linde*

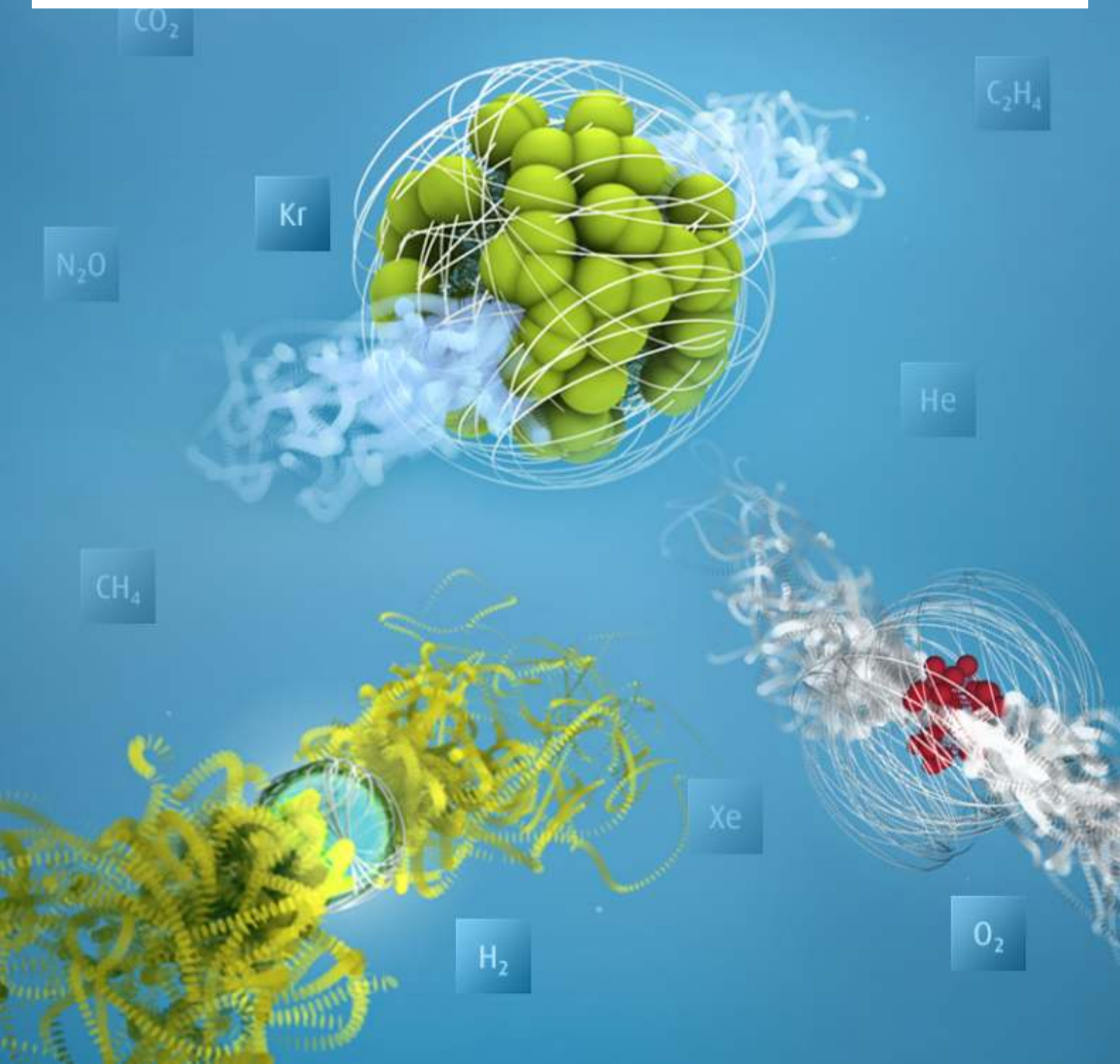
→ Vol. 01/August/2014

# Fascinating Gases

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## Message from the MD's desk.

*Dear Reader,*

It is a pleasure for me to be writing to you on the first edition of our customer newsletter, Fascinating Gases. Let me begin by thanking you for the unwavering support and co-operation extended to Linde India so far. It has been a challenging timeline since the previous year both on the domestic and global front with inflation, depreciating rupee and political unrest. However, looking ahead optimistically at the long-term growth potential in India, we firmly believe at Linde India that customer satisfaction is the way forward. This e-newsletter initiative stems from the same belief, providing us a chance to reach out to you, our customers.

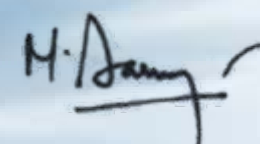
At Linde, we focus on pursuing new territories of technology and have successfully commissioned 230 bar Compressed Oxygen filling facility at a number of our sites and have commenced supply of 230 bar oxygen cylinders from our Bangalore and Pune units. This extends higher productivity, reduced handling cost and recovered production space for our customers. The introduction of innovative gas applications techniques from a range of Linde branded shielding gas solutions that help improve the welding process in the fabrication industry to Linde's patented REBOX™ that helps improve productivity of reheating furnaces has earned us widespread appreciation from our customers. We believe in adding value into our customers businesses through our innovative offerings; like in the healthcare sector, we have introduced the concept of total gas management at hospitals that includes inventory management, maintenance of the gas manifolds and associated equipment.

“Looking ahead optimistically at the long-term growth potential in India, we firmly believe at Linde India that customer satisfaction is the way forward.”

Our footprint of 79 years has witnessed successful blend of engineering excellence and gas applications to create a positive impact for our business. Our sustenance of safety standards, the continuous improvements in our operations and the safety training programs with our employees, contractors and customers have been recognized as novelty and additional value by industry forums and customers.

We live in a constantly evolving world where your expectations and feedback provide us the opportunity to understand how we deliver. To aid this initiative, we intend to establish a regular channel of communication by adding **Write to the MD** section. This is your platform to reach out to us, voice your concern and give us your feedback. We are sure you would find this newsletter insightful and we look forward to a regular dialogue with you in the coming months.

Warm regards,



Moloy Banerjee  
MD, Linde India Limited  
Formerly BOC India Limited



Moloy Banerjee  
MD, Linde India Limited





The unveiling of the 230 bar oxygen cylinder by Natasekhar M.S (Asst. Manager-Maintenance, Buhler India), Joseph Yu (Head of Marketing, South-East Asia) and Moloy Banerjee (MD, Linde India).



Mr. Natasekhar M.S (Asst. Manager-Maintenance, Buhler India) delivering the speech.

## Launch of 230 bar filled cylinder.

### Initiating Industrial Oxygen Revolution.

Proactive investment in new technology in the Packaged Gases Product segment has led to the successful commissioning of 230 bar Compressed Oxygen filling facility at Bangalore, Pune, Kalinganagar (Orissa) with the growing supply of 230 bar Oxygen cylinders. The Bangalore and Pune units have successfully commenced the delivery of 230 bar Oxygen cylinders.

Post the introduction of 230 bar Oxygen cylinders to eight customers in Bangalore in a pilot run, Linde India held the product launch ceremony of Oxygen cylinder filled at 230 bar pressure on 4 April 2014 at Bangalore. Existing and prospective customers attended the gala event hosted by the Sales and Strategic Marketing team of Linde India. Quelling the curiosities of the attendees, the product was unveiled by Natasekhar M.S (Asst. Manager-Maintenance, Buhler India), Joseph Yu (Head of Marketing, South-East Asia) and Moloy Banerjee (Managing Director, Linde India).

The high point of the evening saw Buhler India, the first customer to use the manifold cylinder pack of 230 bar Oxygen, praising and recounting the usefulness of the 230 bar

oxygen cylinder. In the words of Natasekhar M.S “we use Stainless steel laser cutting machine running on Nitrogen or Oxygen; where the cylinders exhaust easily interrupting the job. The time lapsed in retrieving a replacement of the cylinder has been a key concern for us. Cross checking with other incumbents, we found Linde fulfilling our requirements. Since we started using 230 bar oxygen from Linde India, along with lower downtime; there is an increase in the available workplace due to reduced inventory. In a place like Bangalore, such save in the production space (around 16 sq metre) is highly appreciated. We have noticed savings in man-power and acknowledge Linde's value-added services offered.”

The technology of 230 bar filled cylinder also earned generous review from Irfan Kazi, Director - Malhar Group who said the productivity of his steel trading and fabrication company has risen significantly post using 230 bar filled Oxygen cylinder. He also highlighted the ease of handling the multiple cylinder packages.

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### Customer speak:

*“Since we started using 230 bar oxygen from Linde India, along with lower downtime; there is an increase in the available workplace due to reduced inventory.”* Natasekhar M.S (Asst. Manager-Maintenance, Buhler India)





Moloy Banerjee (MD, Linde India) delivering speech at the 230 bar launch programme.

As the event progressed to its end, Moloy Banerjee summed up the event in his vote of thanks, “It is simple; the business of selling gas in cylinders is a very unique business. Here the packaging material is heavier than the content actually sold. For example when a cylinder is supplied, it comes with 50 kg of metal and 10 kg of gas. Therefore, the basic question is can we push more gas or product into that cylinder such that we send 50 kg metal and 15 kg of gas. Continuous evolution has led to better technology, gases are now filled at higher pressure of 230 to 300 bar compared to the earlier days when they were filled at a lower pressure than 150 bar.

In India, for several reasons we (gas manufacturers) stayed stuck at 150 bar cylinders; one of the reasons include the huge inventories of these cylinders we hold. It is a big change for the gas manufacturers itself.

Here, Linde differentiates from the rest as we believe; we owe it to our customers that we must bring in new and efficient technologies into the market. We began first with Argon, which is a high-value product to easily absorb the cost and we believe now India is ready to accept the 230 Bar technology. It is after all about change management.”





# +50%

## more Productivity Per Cylinder

Linde India Limited (formerly known as BOC India Limited) introduces technologically advanced oxygen cylinders filled under 230 bar Pressure with additional benefits and features:

- High volumes minimize interruptions and boosts productivity
- Fewer cylinder change-outs reduces downtime
- Reduces manual handling of cylinders
- Lessens inventory and increases the workspace available
- Advanced valve design gives high capacity gas flow

To enquire about 230 bar oxygen cylinder or MCPs, please contact:  
1800 345 6789 (toll free), Website: [www.linde.in](http://www.linde.in)



## Frequently Asked Questions.

Based on the constant customer interaction and the queries received during the 230 Bar product launch, a list of frequently asked questions have been compiled with elaborate response from Arnab Das, Head of Product Management - PGP.



### What is the 230 bar Oxygen offer?

230 bar Oxygen, referred here is the filling pressure of gaseous industrial grade Oxygen in steel cylinders. A bundle of fifteen such steel cylinders is also called Manifold Cylinder Pallets (MCP). To be more accurate, filling pressure is 234.53 kg/cm<sup>2</sup> or 230 bar (g) at 27 Deg C. Linde India is the first gas company in India to offer 230 bar oxygen to users.



### What are the benefits of 230 bar Oxygen offer?

Cylinders have evolved during World War I for Oxygen and Acetylene service. The objective then was mere storage and transport of these gases. Over the next 4-5 decades, cylinders have gone through multiple changes like reduction of the weight of cylinders using different materials of construction (composite materials, aluminium) and increase in strength of cylinders to withstand more pressure of gases or gas mixtures. Higher gas content can be ensured if gases are filled at high pressure. Indian gas manufacturers fill oxygen cylinders at 150 bar. However, In Linde India we have raised the "BAR". We fill oxygen cylinders at 230 bar which provide multiple advantages to users.

### Few advantages are:

- 01 230 bar oxygen cylinder has 50% more gas than cylinders filled at 150 bar and therefore its last longer... Linde offers more gas per cylinder!
- 02 With 230 bar oxygen, users need not change cylinders frequently and therefore machine downtime due to cylinder changeover is lower, productivity is higher!
- 03 Inventory of cylinders is reduced... Saves space!
- 04 230 bar oxygen cylinders are equipped with advanced valves also called minimum pressure retention valve (MPR). MPRs ensure purity of gas is guaranteed over multiple filling and usage.
- 05 230 bar Oxygen in Manifold Cylinder Pallets (MCPs) completely eliminates manual handling of cylinders.



## What are Manifold Cylinder Pallets (MCPs)?

Manifold Cylinder Pallets or MCPs are a bundle of 15 oxygen cylinders filled at 230 bar and connected through a common manifold fixed above. A 2 Tonnes forklift truck or crane helps in lifting the cylinders held together by the manifold on the top, thus completely eliminating manual handling of cylinders. MCPs are typically suitable for users whose monthly gas consumption is 1500 cubic metres per month or more.



## What is the rationale behind the launch of 230 Bar oxygen offer?

There are 3 fundamental rationales behind the launch of such technologically advanced offer in India.

### The 3 fundamental rationales:

- 01 Safety:**  
We have ensured that the product is regulatory compliant, standardized, and consistent compressed gas cylinders along with special delivery systems that reduce the handling and management of package gas products by Customers wherever possible.
- 02 Competitiveness:**  
A simplified, flexible, expandable and applicable range of product packages & gases that will improve Customer's productivity, reduce Customer's operational cost and improve the Customer's overall competitiveness.
- 03 Product Quality and Consistency:**  
State-of-the-art cylinder filling plants, packages, and processes all designed to deliver industry's leading product quality and consistency to ensure unmatched reliability of supply to our Customers.



## Are there any changes required at user end to use 230 bar Oxygen cylinders or MCPs?

230 bar oxygen cylinders or MCPs are filled at higher pressure than that of cylinders (filled at 150 bar) supplied by other manufacturers in India. Therefore it is important that correct regulator and safety devices are installed prior to the usage of these cylinders. Please contact your local Linde sales representative or Linde India Customer care at 1800-345-6789 for technical support. The Linde technical team will visit your facility, audit the existing gas supply systems and then recommend changes required. Once recommended changes are installed and system is 'SAFE' to use, Linde will commence supply.

To know further, please email us at: [enquiry230bar.lg.in@linde.com](mailto:enquiry230bar.lg.in@linde.com)

## Base & Extended Offers



## Product Service Offering (PSO).

At Linde India limited, we continuously strive to improve our products and services to create lasting value for our customers, and strive to achieve our vision of being a High Performing Organisation. Our flexible portfolio allows our customers to choose the products and services best suited to their needs.

Our products and services are structured into two distinct categories, to ensure our customers derive maximum value from doing business with us - the standard base offering comprises a comprehensive bundle of products and services that allows us to continue to meet your supply needs in a competitive, safe and reliable manner.

Building on our standard base offering, we now

have a portfolio of extended services and access to a wide-ranging global portfolio and expertise of The Linde Group worldwide. The extended offer includes customized solutions for specific requirements from gas mixtures to gas equipment set-up to an entire gas plant system. We can also provide support services including consultations, audits and trainings and emergency deliveries. We continue to pursue innovation for our customers through new products and applications. This allows you to take advantage of our customised product service package based on what you require; resulting in better cost efficiency, and is aligned with our aspiration to become the most admired company- shaping the future of the gases industry in India.

To know further details on our base and extended offers, keep reading our future issues, or contact us at **1800 345 6789 (toll free)**; email us at [customercare.lg.in@linde.com](mailto:customercare.lg.in@linde.com)





## Healthcare.

Linde Healthcare extends Total Gas Management to hospitals.

Diversity results in enriched collaboration and enhanced solutions. Our ISO 9001:2008 and ISO 14001:2004 certified manufacturing plants, an installed base of over 3000 hospitals in India, stringent quality control and benchmarked safety standards reflect our area of expertise. The Healthcare team of Linde India strongly believes that the diversity of our employees, their capabilities, our global footprint and our range of activities help us to understand the issues and pressures within healthcare, and to meet our customers' evolving needs.

Constant interaction and feedback from various healthcare stakeholders revealed the lack of trained and qualified; round the clock servicing professionals to ensure safe and uninterrupted

supply of medical gases to patients. Hence, the concept of total gas management was launched and successfully implemented at Woodlands Multispecialty Hospital Limited (WMHL) facility in Kolkata, West Bengal.

Under the total gas management, we deliver a host of services including inventory management, maintenance of the gas manifolds and pipelines and associated equipment by Linde trained professionals. Mr Prabir Basu, Director for WMHL, has expressed his delight at the seamless service experienced due to the value adding services of Total Gas Management in path of a long standing partnership with Linde.



## Driven by Customer Delight.

Linde India has always been driven by Customer Delight. As a leading industrial gases and engineering company, Linde has pioneered a number of processes for the gases market in India. These include establishing the first Customer Service Centre (CSC) of its kind in the industry. The multilingual Centre handles customer interface for thousands of customers across the country in nine languages, consistently delivering Linde's best-in-class gases solutions and value. The CSC team assists with registering and tracking the orders

and addresses the queries and complaints of the customer.

However, this passion towards customer delight is not confined to the Customer Service team. It runs right through the Linde India team, because, at Linde, Customer Experience is everybody's business. Through a number of aligned processes, all of which begin with the customer, the team works round the clock to ensure it continues to set new benchmarks and standards as it continues to grow and lead.

To contact the Customer Service Centre, customers can call at **1800 345 6789 (toll free)** or send an email to [customercare.lg.in@linde.com](mailto:customercare.lg.in@linde.com)



## Focus on Safety



Following the Safety, Health, Environment and Quality (SHEQ) Policy of the Linde Group, Linde India is committed to work with business partners and industry to actively promote and provide resources and training for the fulfillment of the policy. Safety is everyone's responsibility; this key message is effectively pursued at every safety trainings conducted at customer's premises.

Ranging from industrial to healthcare customers, the safety training includes product knowledge and theory on safe practices of industrial and medical gases handling; coupled with the live demonstration of the latter. The training on safety is conducted based on the criteria of business volume, response gathered from the driver, requests received from Sales team and most importantly based upon any complaints or feedback received from the customers. Customised training materials are also developed based on customer requirements.

## Write to the MD.

For any feedback, suggestions or matters of concern, please send an e-mail to our MD directly.

Email: [md.lg.in@linde.com](mailto:md.lg.in@linde.com)



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THE LINDE GROUP

*Linde*

## Our new world is a blue world.

BOC India is now known as Linde India.

In 2006, BOC India Limited became a member of The Linde Group, a world-leading gases and engineering company with operations in more than 100 countries worldwide. In 2013, BOC India Limited embraced the blue world of Linde India Limited. As the leading industrial gases supplier in India since 1935, we manufacture and distribute industrial, specialty and medical gases and provide a range of related services.

Linde – ideas become solutions.



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